

Fashion Calendar 1948

4/5/48

JANUARY

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, APRIL 2, 1948</u>			
Friday April 2 7:00 P.M. Dinner	THIRTY-SIXTH ANNIVERSARY A Spring Holiday celebration is being planned by the Advertising Women of N. Y. to celebrate the club's 36th anniversary. Price of tickets: \$12.50. Contact: Alice Honore Drew, CO. 5-1041.	ADVERTISING WOMEN OF NEW YORK	HOTEL ASTOR GRAND BALLROOM
Friday April 2 8:00 P.M.- 8:30 P.M.	FASHION SHOW ON TELEVISION The third in a series of four television fashion shows by Jay Thorpe over Station WABD. Contact: Leon Roth, 551 Fifth Ave., MU. 2-2973.	TELEVISION FASHIONS ON PARADE, INC.	STATION WABD DU MONT (515 MADISON)
Friday April 2; April 3	FASHION CAREER EXHIBITION A display by the Eastern Arts Association Exhibit, illustrating the opportunities and variety of careers for men and women in the field of fashion. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	HOTEL PENNSYLVANIA MEZZANINE
Saturday April 3; Monday April 5 11:00 A.M.	SUMMER FABRIC FASHION SHOW "Summer Country Sojourn" -- a showing by McCall Patterns and Bates Fabrics on Saturday, April 3, and Monday, April 5, at 11:00 A.M. Open to public. Publicity: Alice Hutton, WI. 7-7000.	JAMES McCREERY & CO. (5TH AVE. & 34TH ST.)	3RD FLOOR FABRIC DEPARTMENT
Saturday April 3- April 10	NATIONAL CROCHET WEEK AND CONTESTS First National Crochet Week since 1942, to be observed in department, variety, and chain stores. A window display contest and a nation-wide crochet contest will be conducted in conjunction with the event. Publicity: George Pounder, LE. 2-4455.	NATIONAL NEEDLECRAFT BUREAU, INC.	THROUGHOUT THE COUNTRY

WEEK BEGINNING MONDAY, APRIL 5, 1948

Monday April 5- April 8	INTERNATIONAL BEAUTY SHOW FOR 1948 A four-day series of beauty and fashion events, including daily demonstrations of hair styling and showings of the newest coiffures. Fashions will be presented by: Cassini Ltd.; Ceil Chapman; Omar Kiam of Ben Reig; Helen de Huene; Eleanora; Esther Dorothy Furs; Claire McCardell; Jo Copeland of Patullo Modes; Kiviette; Philip Mangone; Paul Parnes; Tewi; Wear Right Gloves; Deauville Bags; Irma Kigere; Lubar Parasols; John Rubel Diamonds. Hats by: Anita Andra; Braagaard; Hattie Carnegie; Chanda; Lilly Dache; Emme; Peg Fischer; Walter Florell; Mary Goodfellow; Mago Hayes; Irene; John Fredericks; Lenesta; Laddie Northridge; Mme. Pauline; Florence Reichman; Mme. Reine; Sally Victor. All models from the Clyde Matthews Agency. Tickets: \$1.20-\$3.30. Publicity and Coordination: Diane Roberts, MU. 2-4382.	INTERNATIONAL BEAUTY SHOW (19 WEST 44TH STREET)	GRAND CENTRAL PALACE LEXINGTON & 46TH ST.
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday April 5 1:00 P.M. Luncheon	CUSTOM ORIGINALS AT LUNCHEON SHOW Farquharson and Wheelock will present their Spring collection of custom originals during luncheon. Press by invitation. Public by reservation. For reservations, contact: PL. 3-4500, Ext. 123. Publicity for Farquharson & Wheelock and St. Regis: Mary Alice Rice: CI. 6-1790.	FARQUHARSON & WHEELOCK (23 WEST 57TH STREET)	ST. REGIS HOTEL IRIDIUM ROOM
Tuesday April 6; April 8 10:45 A.M.	"FASHIONABLY YOURS" RADIO DISCUSSION "Women's Fashion And Dress Problems"--discussed by Mary Wells Ridley, Women's Editor, N. Y. World-Telegram; and Frances Jacobs, designer. "Why Do Dresses Cost So Much?" will be the subject on Thursday, April 8. Guests: Jackson E. Spears, Vice-Pres. of National Mallinson Fabrics Corp.; and Mildred Wagner, designer. Commentator and Publicity: Reta Cowles, MU. 2-8061.	GUILD OF NEW YORK DRESS DESIGNERS	STATION WNYC 830 ON DIAL
Tuesday April 6 1:00 P.M. Luncheon	EVENING GOWNS AT LUNCHEON SHOWING Custom collection of evening gowns will be presented by Mac Wise during luncheon. There will be new combinations in colors for Spring and Summer, and a few gowns will preview Fall fashions. Press by invitation. Public by reservation. For reservations, contact headwaiter, PL. 3-4600, Ext. 20. Contact: Mac Wise, RE. 4-3053. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	MAC WISE, INC. (763 MADISON AVE.)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday April 6 1:00 P.M. Luncheon	FUR FASHIONS AT BENEFIT LUNCHEON Benefit luncheon for Hadassah, featuring pastel mink by Leo Spain. Hats from Dorothy Gordon. Commentator: Vyvyan Donner. Publicity: Frank Law Associates, VA. 6-4142.	LEO SPAIN	WALDORF-ASTORIA GRAND BALLROOM
Tuesday April 6 2:30 P.M.	HENRY ROSENFELDS SUMMER REPERTOIRE An informal showing by Russeks Fifth Avenue of its Summer repertoire of Henry Rosenfelds "in mauve, lilac, lavender--call it what you will." Open to public. Publicity: Helen Moran, WI. 7-1900.	RUSSEKS FIFTH AVENUE	YOUNG 7TH FLOOR
Tuesday April 6 5:00 P.M., 7:00 P.M. Cocktails	OPENING OF SALON AND EXECUTIVE OFFICE BLDG. Helena Rubinstein will present a dramatization of salon services offered in her newly completed Salon and Executive Office Building at 655 Fifth Avenue, to the press and trade. (Originally scheduled for March 15). Attendance strictly by invitation. Publicity: Amy Blaisdell, EL. 5-2100.	HELENA RUBINSTEIN, INC.	655 FIFTH AVENUE
Wednesday April 7 12:15 P.M. Luncheon	COSMETICS GROUP LUNCHEON MEETING "Are Cosmetic and Fashion Tie-In's Profitable?" The following retailers and the press will examine cosmetic promotions in a panel discussion: Patricia Bristol, Cosmetic Div. Manager, United Cigar and Whelan Drug Stores; Henry F. Callahan, Window Display Director, Lord and Taylor; Jean Laurent, Beauty Editor, "Women's Wear Daily"; Ruth Mugglebee, Beauty and Fashion Editor, "Boston Record-American"; Joseph Marcus, Cosmetics Buyer, The Hecht Co., Washington, D.C. Chmn. of Cosmetic Division: Henrietta Amos. Price (including tax and tip): \$3.10 for members; \$3.50 for guests. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday April 7 1:00 P.M. Luncheon	SHOWING OF FURS FOR SPRING 1948 Furs for Spring will be presented during luncheon by Dein-Bacher of The Waldorf. Press by invitation. Public by reservation. For reservations, contact: "Frank", headwaiter, EL. 5-3000. Dein-Bacher Publicity: Miss Courtney, PL. 9-5913. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	DEIN-BACHER OF THE WALDORF	WALDORF ASTORIA SERT ROOM
Wednesday April 7 1:00 P.M. Luncheon	FUR FASHIONS AT BENEFIT LUNCHEON Showing of Spring furs and radio interview by Maison Leon at a benefit luncheon for benefit of McCosker Hershfield Cardiac Foundation. Hats by Dorothy Gordon. Commentator: Maggi McNellis. Publicity and production: Herbert Lannard, WA. 3-5396.	MAISON LEON FURS (247 WEST 30 ST.)	LATIN QUARTER BROADWAY & 48TH ST.
Wednesday April 7 2:30 P.M.	"SUMMER ROUNDUP" FASHION SHOW Presentation of "Summer Roundup", a varied collection of summer fashions. This will be Altman's last regular Wednesday fashion show for the season. Open to public. Publicity: Etta Daub, MU. 9-7000.	B. ALTMAN & CO.	3RD FLOOR
Wednesday April 7 4:00 P.M.- 6:30 P.M. Cocktails	PREVIEW TO INTRODUCE PERFUMED HAIRBRUSH Kent of London will have a press party to introduce a perfumed hairbrush for women. Attendance by invitation only. Publicity: Arthur Cooper, International Counseling, WH. 3-3140.	KENT OF LONDON	COLONY RESTAURANT 61ST & MADISON AVE.
Thursday April 8 1:00 P.M. Luncheon	SUMMER FURS AT LUNCHEON SHOW Showing of Summer furs by Aronowicz. Hats by Robert Dudley. Press by invitation. Public by reservation. For reservations, contact: Mrs. Otis, PL. 3-1740, Ext. 176. Aronowicz Publicity: Muriel Francis, PL. 9-5600. Hotel Plaza Publicity: Dorothy Wentworth King or Adele Brown, PL. 3-1740.	ARONOWICZ FURS (19 WEST 57TH ST.)	HOTEL PLAZA TERRACE ROOM
Friday April 9 9:00 A.M.- 5:00 P.M.	PRESS PREVIEW OF WEDGWOOD EXHIBITION "Wedgwood A Living Tradition", an exhibition of over 600 pieces never before seen in this country, showing the evolution of Wedgwood from 1649 to the present day. Press preview, by invitation, on April 9 and April 12; private opening on April 13 at 8:30 P.M. Open to public, April 14-Sept. 6. Publicity: John Gordon, Brooklyn Museum, NE. 8-5000.	BROOKLYN MUSEUM	EASTERN PARKWAY BROOKLYN
Saturday April 10 12:30 P.M.; 2:30 P.M. Luncheon	NEW FASHIONS AT BENEFIT LUNCHEONS Sydell will present evening and cocktail fashions, daytime dresses, suits and bridal gowns at the Grand Ballroom of the Waldorf-Astoria at 12:30 P.M. for the benefit of the Brooklyn Ladies Auxiliary Infants Home. Commentator: Dorothy Kilgallen. This show will be repeated at 2:30 P.M. at the Hotel Astor Roof, with Maggi McNellis as commentator. Hats by Florence Reichman; furs by Trencher; gloves by Wear Right. Make-up by Chen-Yu. Publicity: Herbert Lannard, WA. 3-5396.	SYDELL (666 FIFTH AVE.)	WALDORF-ASTORIA AND HOTEL ASTOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday April 11- April 15	SHOE MANUFACTURERS FALL OPENING SHOW Over 600 rooms have been reserved at the Hotel New Yorker for the Shoe Manufacturers' Fall openings. Contact: Eugene Richardson, 683 Atlantic Ave., Boston, Mass.	MFRS. THROUGHOUT THE COUNTRY	HOTEL NEW YORKER
Monday April 12 1:00 P.M. Luncheon	SPRING AND SUMMER MILLINERY SHOWING The Spring and Summer collection of hats by the Annas will be presented during luncheon. Press by invitation. Public by reservation. For reservations, contact PL. 3-4500, Ext. 123. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	ANNAS' (22 EAST 56TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM
Tuesday April 13 12:15 P.M. Luncheon	HOME FURNISHINGS LUNCHEON MEETING Subject: "Visual Training For Salespeople"--The Bamberger-Pratt Institute cooperative training plan. There will be slides in color to illustrate the subject. Speaker: Mrs. Clarice Young Morgan, training director, Bamberger's, Newark. Chairman of Home Furnishings Division: Helen Kelly. Price (including tax and tip): \$3.10 for members; \$3.50 for guests. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Tuesday April 13 1:00 P.M. Luncheon	SUMMER COTTONS AT LUNCHEON SHOW Zachery Bogert's 1948 collection of Summer clothes for street, resort, play and evening wear. (Show originally scheduled for Tuesday, March 30.) Press by invitation. Public by reservation. For reservations, contact: PL. 3-4600, Ext. 20. Cotton Shop contact, Mr. Lawrence, PL. 9-7100. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	THE COTTON SHOP	RITZ CARLTON HOTEL OVAL ROOM
Wednesday April 14 1:00 P.M. Luncheon	VACATION FASHIONS AT LUNCHEON SHOW Franklin Simon will present vacation fashions featuring bathing suits, play clothes, slacks and beach ensembles by Sun-Surf Modes. Press by invitation. Public by reservation. For reservations, contact: "Frank", headwaiter, EL. 5-3000. Sun-Surf Modes Publicity: Nancy Goehring, MU. 4-7534. Franklin Simon Publicity: Lenore Benson, WI. 7-9600. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	FRANKLIN SIMON; SUN-SURF MODES	WALDORF ASTORIA SERT ROOM
Thursday April 15 4:00 P.M.- 6:00 P.M. Cocktails	PRESS SHOWING OF TOMMIES A "Snooze News" broadcast of all the last-minute flash news about Tommies Pajamas. Showing promptly at 4:30 P.M. By invitation only. Commentator: Bert Bacharach. Contact: Marjorie Lobman, MU. 9-6292.	KAYLON, INC. (180 MADISON AVE.)	PRINCE MATCHABELLI CROWN ROOM (711 5TH)
Saturday April 17- April 24	NATIONAL HOME SHOW OF 1948 "The House of the Year" will be erected in full size on the ground floor of Grand Central Palace, with completely decorated and furnished rooms, table settings, and displays of fabrics and draperies. Admission: \$.80, Contact: Campbell-Fairbanks Expositions, Inc., PL. 3-5925.	HOME BUILDERS COUNCIL OF N. Y., N. J., CONN.	GRAND CENTRAL PALACE LEXINGTON & 46TH ST.
April 18	NATIONAL PHARMACY WEEK (April 18-April 24).		
April 19	PATRIOT'S DAY (Monday).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Week Of April 19	ADVANCE FALL OPENINGS OF GUILD SHOE LINES The shoes to be featured at this opening are: early Fall styles in street, dress, formal and indoor types. Back-to-school shoes will be included as will shoes for coordination with ready to wear and accessories. Shoes purchased at this opening period will be for July, August and September delivery. The member firms of The Guild of Better Shoe Manufacturers are: Beleganti Shoes, Inc.; Cangemi, Inc.; Thos. Cort, Ltd., Fox Shoe Mfg. Corp.; Jerro Brothers; Mackey-Starr, Inc.; John Marino, Inc.; I. Miller & Sons, Inc.; Newton Elkin Shoe Co. (Pandora); Palter deLiso, Inc.; Schwartz & Benjamin, Inc. (Custom-craft Originals); Setroy, Inc. (Seymour Troy Originals); Van Arden, Inc.; Reual, Inc.; M. Wolf Sons, Inc. (Lupine); Morris Wolock & Co.; Zuckerman & Fox, Inc. Contact: Kate Goldstein Kamen, Exec. Sec'y., 875 Fifth, RE. 4-4888.	THE GUILD OF BETTER SHOE MANUFACTURERS	INDIVIDUAL SHOWROOMS GUILD MEMBER FIRMS
Tuesday April 20 1:00 P.M. Luncheon	PREVIEW OF YOUNG FASHIONS FOR SUMMER The St. Louis Fashion Creators will present a luncheon showing of young fashions for Summer featuring casual clothes designed in St. Louis and now available in New York. Press by invitation. Public by reservation. For reservations, contact: Headwaiter, PL. 3-4600, Ext. 20. Contact: Joan Gardner, St. Louis Fashion Creators, 818 Olive St., St. Louis, Mo. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	ST. LOUIS FASHION CREATORS	RITZ CARLTON HOTEL OVAL ROOM
Wednesday April 21 1:00 P.M. Luncheon	BLACK AND WHITE SPRING FASHIONS Russeks will present a luncheon showing of black and white fashions for Spring in prints, misses and women's coats, suits, dresses. Press by invitation. Public by reservation. For reservations, contact: "Frank", headwaiter, EL. 5-3000. Russeks Publicity: Helen Moran, WI. 7-1900. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA SERT ROOM
Thursday April 22 10:00 A.M. Breakfast	SHOWING OF ORIGINAL DESIGNS AND PRINTS The students of the Lexington School for the Deaf and Jerry Rossman, vice-president of Robaix Fabrics, will invite the fashion press and a group of N. Y. designers to a breakfast fashion showing of original designs, developed by the students in Robaix prints. Six cash prizes will be awarded for the designs exhibiting the most original handling of print fabrics, to be judged by the press and designers. Attendance by invitation only. Publicity for Robaix Fabrics: Mildred Kaldor, MU. 4-5267.	JERRY ROSSMAN; LEX. SCHOOL FOR DEAF	LEXINGTON SCHOOL FOR THE DEAF (904 LEX.AVE.)
Thursday April 22 3:00 P.M. Cocktails	SPRING INTO SUMMER CUSTOM COLLECTION Zoe de Salle will present about 15 costumes in her Spring into Summer custom-order collection to the press. Attendance by invitation only. Contact: PL. 3-0396.	ZOE DE SALLE	18 EAST 53RD STREET SALON
Thursday April 22 4:00 P.M.- 6:30 P.M. Cocktails	INFORMAL SHOWING OF CUSTOM HANDBAGS "It's In The Bag" - a showing of custom-made kidskin suede handbags by Jan Norriss (who formerly designed and executed fashion miniature mannequins) in a variety of new colors for Spring and Summer. Jewelry from E. Judson Hoops; shoes from I. Miller; flowers from Irene Hayes. Attendance by invitation only. Publicity: Wes O'Neill, PL. 9-4520.	JAN NORRISS-PARK AVE.	HOTEL PLAZA WHITE & GOLD SUITE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
April 24	FIRST DAY OF JEWISH PASSOVER (Saturday).		
April 25	BEGINNING OF DAYLIGHT SAVING TIME (Sunday).		
April 25- May 1	NATIONAL BABY WEEK Contact: Earnshaw Publications, Inc., 71 West 35th St., WI. 7-9805.		
Monday April 26- April 29	SECOND SPRING SHOE FAIR IN CHICAGO The National Shoe Fair, sponsored jointly by the National Shoe Retailers and National Shoe Manufacturers Associations, will take place in Chicago at the Hotels Stevens, Morrison, Chicagoan, Congress. Contact: National Shoe Fair, Palmer House, Chicago.	NAT'L SHOE RETAILERS; NAT'L SHOE MANUFACTURERS	CHICAGO, ILLINOIS
Tuesday April 27 4:00 P.M. Cocktails	PRESS PREVIEW OF IMPORTED FALL COLLECTION Mr. C. Charles of Chas. Kuperstein Ltd., London, England, will present his imported Fall collection of "Koupy Models", misses coats and suits. Attendance by invitation only. Showing for buyers daily at 10:30 A.M. and 2:30 P.M. from April 28 through May 14; Saturdays by appointment. Contact: Dorothy Smee, The Estes Co., GR. 7-0758.	CHAS. KUPERSTEIN LTD. LONDON, ENGLAND	SHERRY-NETHERLAND 5TH AVE. & 59TH ST.
April 27	PACKAGING WEEK (April 27-May-3).		
Wednesday April 28 1:00 P.M. Luncheon	CHILDREN'S FASHIONS AT LUNCHEON SHOW L. Brogan will present children's fashions during luncheon. Press by invitation. Public by reservation. For reservations, contact "Frank", headwaiter, EL. 5-3000. Contact: L. Brogan, PL. 3-1241. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	L. BROGAN	WALDORF-ASTORIA SERT ROOM
May 2	NATIONAL MUSIC WEEK (May 2-May 8).		
May 3	BRITISH INDUSTRIES FAIR (May 3-May 14).		
May 3	NATIONAL POSTURE WEEK (May 3-May 8).		
Monday May 3- May 8	"WORLD UNDER ONE ROOF" EXPOSITION The second annual International Travel and Vacation Show will present vacation opportunities, showing resort areas in this country and abroad; colorful exhibits by railroads, steamships and airlines. One section of the main floor will be devoted entirely to manufacturers, retailers and designers in the fashion industry, as related to travel. Price: \$1.00 plus tax. Contact: Patricia Calvert, MU. 7-3995.	INTERNATIONAL TRAVEL AND VACATION SHOW	GRAND CENTRAL PALACE LEXINGTON & 46TH ST.
Tuesday May 4 1:00 P.M. Luncheon	FALL FASHIONS IN PAJAMAS, GOWNS, SLIPS Presentation of pajamas and nightgowns in flannelette, cotton, rayon; also petticoats and slips in rayon, nylon and cotton. Attendance by invitation only. Publicity: Norma Rambach Reese, LA. 4-4282.	M. C. SCHRANK CO. (EMPIRE STATE BLDG.)	HOTEL PIERRE COTILLION ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 5 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW New Summer fashions by Arnold Constable at a luncheon show. Press by invitation. Public by reservation. For reservations, contact "Frank", headwaiter, EL. 5-3000. Arnold Constable Publicity: Hazel Stewart, CA. 5-2300. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA SERT ROOM
Wednesday May 5 3:30 P.M.; 8:30 P.M.	FASHION SHOWING OF DESIGNS BY STUDENTS Presentation of a collection of designs by students of Parsons' Costume Design Department. Showings at 3:30 P.M. and 8:30 P.M. Admission: \$1.00 plus tax. Contact: Elizabeth Wenig, PL. 8-2943.	PARSONS SCHOOL OF DESIGN	HOTEL ASTOR BALLROOM
Wednesday May 5 5:00 P.M. Cocktails	FASHIONS BY LILLI ANN AND FASHION EDITORS The Lilli Ann Co. of San Francisco will present fashions for Fall. A special showing by thirty N. Y. fashion editors will illustrate their conception of good fashions for Fall in coats, suits and dresses they have designed. Fabrics from Celanese Corporation of America, William Whitman and Lippitt Worsted Mills. Attendance by invitation only. Contact: Shirley Spaulding, Allan Meltzer & Co., MU. 8-2650.	LILLI ANN COMPANY (SAN FRANCISCO, CALIF.)	RAINBOW ROOM 30 ROCKEFELLER PLAZA
May 8	V-E DAY, THIRD ANNIVERSARY.		
May 9	MOTHER'S DAY (Sunday).		
Wednesday May 12 1:00 P.M. Luncheon	CUSTOM-ORDER FASHIONS AT LUNCHEON SHOWING Florence Lustig will present her Summer and Fall custom-order collections during luncheon. Press by invitation. Public by reservation. For reservations, contact: "Frank", headwaiter, EL. 5-3000. Lustig Publicity: Germaine Garnett, PL. 9-1980. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	FLORENCE LUSTIG (54 EAST 57TH ST.)	WALDORF-ASTORIA SERT ROOM
May 15	STRAW HAT DAY IN SOME CITIES (Saturday).		
May 16	WORLD TRADE WEEK (May 16-May 22).		
Monday May 17 4:30 P.M.- 7:00 P.M. Cocktails	"RIGHT ON THE JOB" FASHION SHOW Charm will present a preview of their September issue--"Right On The Job" at a cocktail showing. For store executives by invitation only. Publicity: Eloise Ray, MU. 3-8910.	CHARM MAGAZINE	HOTEL PIERRE GRAND BALLROOM
Monday May 17	ANNUAL NATIONAL COTTON WEEK "Cotton--America's Favorite Fabric" will be the theme of National Cotton Week, sponsored by the Cotton-Textile Institute and National Cotton Council. There will be retail store participation throughout the country, cotton carnivals in many Southern cities, and special programs in schools. Contact: The Cotton-Textile Institute, Inc., WO. 2-0270.	COTTON-TEXTILE INSTITUTE INC.	THROUGHOUT THE COUNTRY
Monday May 17- May 29	ADVANCE FALL MARKET OPENINGS IN CHICAGO Contact: Oscar Meinhardt, Chicago Fashion Industries, Chicago, Ill.	CHICAGO FASHION INDUSTRIES	CHICAGO, ILLINOIS

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
May 17	OPENING OF BELMONT PARK (Monday).		
Tuesday May 18 9:30 A.M. Breakfast	PRESS SHOWING: SPRING AND RESORT PRINTS Robaix Fabrics invite the press to breakfast and a showing (promptly at 10:00 A.M.) of their 1949 Resort and early Spring prints. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 4-5267.	ROBAIX FABRICS, INC.	1412 BROADWAY 20TH FLOOR
Tuesday May 18	FIRST POSTWAR JUVENILE FASHION CLINIC Parents' Magazine will resume its custom of presenting annual infants' and children's wear fashion clinics for retail stores and resident buying office executives. The morning clinic will be followed by a luncheon forum, open to manufacturers. There will also be a preview of back-to-school fashions for teens, which will appear in the Fall issue of "Calling All Girls" Magazine. Tickets: \$6.00 to \$15.00. Clinic conducted by Betty Green, Fashion Editor of Parents' Magazine. Contact: Herbert Bijur, Promotion Director of Parents' Magazine, 52 Vanderbilt Ave., New York 17, N.Y., MU. 5-4400.	PARENTS' MAGAZINE	HOTEL ASTOR BALLROOM
Beginning Monday May 24	OPENING OF FALL SPORTSWEAR LINES The members of the Sportswear Guild will present their Fall collections during the week of May 24, one week later than last year. Members include: ADLER & ADLER, INC. DAVIDOW DAVID M. GOODSTEIN, INC. KANE-WEILL, INC.	THE SPORTSWEAR GUILD	MANUFACTURERS' SHOWROOMS MUTUAL-ROSENBLOOM CO. CHARLES W. NUDELMAN, INC. ZOLTAN ROSENBERG SPORT-CRAFT, INC.
	STAR-MAID DRESSES, INC. Contact individual manufacturers.		
Beginning Monday May 24	OPENING OF FALL LINES In accordance with the practice followed in recent seasons, the FOGA houses will show only a single collection for the Fall season. (These are one week later than last year's showings.) Guild members who will present their lines include: HANSEN BANG, INC. BEN BARRACK, INC. WILLIAM BASS DRESS CO. CAPRI FROCKS, INC. CARLYE DRESS CORP. DEITSCH, WERSBA, COPPOLA FOX-BROWNIE, INC. ED GERRICK, INC. A. GOODMAN & CO. FRED GREENBERG DRESS CO.	FASHION ORIGINATORS' GUILD OF AMERICA JOSEPH HALPERT, INC. HORWITZ & DUBERMAN INTERNATIONAL DRESS JUNIOR LEAGUE FROCKS KAPLAN & GRABOIS SAMUEL KASS GOWNS CHARLES LANG, INC. DAVID LEONARD & LEVINE MARY LEE, INC. MORRIS & MARCUS PARNIS-LIVINGSTON, INC.	INDIVIDUAL NEW YORK SHOWROOMS BEN REIG, INC. C. H. D. ROBBINS CO. RUDOLF GOWNS, INC. PAUL SACHS ORIGINALS MARTIN SIMON, INC. HERBERT SONDHEIM, INC. FRANK STARR, INC. SUZANNE-AUGUSTINE, INC. JANET TAYLOR HANNAH TROY, INC.
	Contact: Leonard W. Gendler, Executive Secretary, CH. 4-6945.		
Wednesday May 26 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW Russeks will present a Summer Fashion Show during luncheon. Press by invitation. Public by reservation. Contact: "Frank", headwaiter, EL. 5-3000. Russeks Publicity: Helen Moran, WI. 7-1900. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA STARLIGHT ROOF

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
May 30	MEMORIAL DAY (Sunday).		
May 31	LEGAL HOLIDAY (Monday) TO CELEBRATE MEMORIAL DAY.		
Wednesday June 2 4:30 P.M. Cocktails	PREVIEW OF SEPTEMBER ISSUE Fashion Show to preview GLAMOUR Magazine's September 1948 Career issue, and to announce the winners of the GLAMOUR contest, "Ten Girls With Taste." Press by invitation. Not open to public. Tickets limited to GLAMOUR tie-in stores and buying offices. Contact: Mary MacMahon or Mary Joan Finley, GLAMOUR, LE. 2-7500.	GLAMOUR MAGAZINE	HOTEL PIERRE BALLROOM
Monday June 7- June 12	SECOND ANNUAL TEXTILE EXPOSITION "Fabrics of Tomorrow" will be the theme of the second annual Textile Industries Exposition, with showings by fabric mills, converters, textile dyers and finishers, yarn producers. Presentation of fashion fabrics for the men's and women's apparel producing industries, piece goods for over-the-counter selling, and decorative fabrics for the home. For press and trade only. Contact: Arthur Tarshis, WA. 9-8068.	TEXTILE INDUSTRIES EXPOSITION (36 W. 47)	GRAND CENTRAL PALACE LEXINGTON & 46TH ST.
Wednesday June 9 4:00 P.M.- 7:00 P.M. Cocktails	EIGHTH ANNUAL NATIONAL SEWING CONTEST Eight national prize winning and thirty other outstanding garments from 45 major U. S. cities will be modeled. Attendance by invitation only. Contact: Grace Turner, Win Nathanson Assoc., MU. 2-6560.	NATIONAL NEEDLECRAFT BUREAU	WALDORF-ASTORIA SERT ROOM
June 20	FATHER'S DAY (Sunday).		

F A S H I O N J O B S

JOBS WANTED

JUNIOR EXEC. Cosmetics and some fashion publicity exp. Contact, copy, photography. Interested in pressure job with future in any field. JW-638

FASHION EDITOR. Top flight magazine and newspaper background. Market coverage; fashion & feature writing, photographic styling. High fashion type. JW-639

ASST. TO PUBLICITY DIRECTOR or FASHION COORDINATOR. Over 3 yrs. exp. publicity & fashion. Good contacts. Market knowledge. Radio & Music background. JW-640

CONTACT BOX NUMBER,
c/o FASHION CALENDAR
44 West 52 Street
New York 19, N.Y.
(EL. 5-3998)

JOB AVAILABLE

MILLINERY ADVERTISING LAYOUT. Young lady with experience in fashion advertising and ability to do own art work in millinery. JA-205

PRICE OF 4-LINE INSERTION

Job Wanted.....\$2.50
Job Available.....\$5.00

(4 lines of 39 characters per line)

Deadline: Tuesday at 5:00 P.M.

Check or money order must accompany all job insertions.

MUSIC...MOVIES...THEATRES

Friday
April 2-
April 9
NEW YORK CITY OPERA PRESENTATIONS, NEW YORK CITY CENTER, 131 WEST 55TH ST.
April 2: PELLEAS ET MELISANDE; April 3: LA TRAVIATA; April 4: (Mat.) LA BOHEME; April 4: (Eve.) CARMEN; April 8: OLD MAID AND THE THIEF and AMELIA GOES TO THE BALL; April 9: RIGOLETTO. Publicity, Jean Dalrymple, MU. 8-3847.

Sunday
April 4-
May 2
BALLET THEATRE PRESENTATIONS, METROPOLITAN OPERA HOUSE, B'WAY & 39TH ST.
Lucia Chase and Oliver Smith, by arrangement with S. Hurok, will present four weeks of ballet. The first week's presentations will include:
April 4: LES SYLPHIDES, JARDIN AUX LILAS, THEME & VARIATIONS, INTERPLAY
April 6: PRINCESS AURORA, BILLY THE KID, HELEN OF TROY
April 7: GIZELLE (2 acts), FANCY FREE
April 8: BILLY THE KID, LAEKO, LES PATINEURS
April 9: SWAN LAKE, PILLAR OF FIRE, THEME & VARIATIONS
Publicity: Walter Alford, CI. 5-7930.

Wednesday
April 7-
May 9
OPENING OF THE CIRCUS MADISON SQUARE GARDEN, 8TH AVE. & 49TH ST.
Ringling Brothers and Barnum & Bailey Circus with 1200 performers and 60 acts. This season's theme will be "'Twas The Night Before Christmas". Two performances daily. Prices: \$1.20 to \$6.00. Publicity: Roland Butler, CI. 6-6600.

Thursday
April 8
PREMIERE: "STATE OF THE UNION" (Movie), RADIO CITY MUSIC HALL, B'WAY & 50
MGM adaptation of the play by Howard Lindsay and Russel Grouse, starring Spencer Tracy, Katharine Hepburn and Van Johnson. Produced and directed by Frank Capra. Settings: Emile Kuri. Costumes: Irene. Publicity: Herbert Crooker, BR. 9-7800.

Friday
April 9
PREMIERE: "THE BIG CLOCK" (Movie) PARAMOUNT THEATRE BROADWAY & 43RD ST.
Paramount adaptation of the novel by Kenneth Fearing about a man who is framed for murder, starring Ray Milland, Maureen O'Sullivan and Charles Laughton. Producers: Richard Maibaum. Director: John Farrow. Settings: Sam Comer and Roff Dowd. Costumes: Edith Head. Publicity: Rex Taylor, BR. 9-8700.

Sunday
April 11
EXPERIMENTAL THEATRE PRESENTATION MAXINE ELLIOTT 39TH E. OF B'WAY
The Experimental Theatre presents three short plays by American authors. "Hope Is a Thing of Feathers", by Richard Harrity, directed by Joseph Kramm; "Celebration", by Horton Foote, directed by Joseph Anthony; and "Afternoon Storm", by E. P. Conkle, directed by John O'Shaughnessy. Producer: Fred Stewart. Publicity: William Doll, PL. 7-4836.

Wednesday
April 14
OPENING: "THE RATS OF NORWAY" BOOTH THEATRE, 45TH ST. WEST OF B'WAY
James S. Elliott presents the Keith Winter drama about love, starring Colin Keith Johnson, Richard Ney and John Ireland, with Jeanne Stuart and Rett Kitson. Director: James S. Elliott. Settings: William De Forest. Publicity: William Doll, PL. 7-4835.

Wednesday
April 14
PREMIERE: "SCUDDA-HOO! SCUDDA-HAY" (Movie) ROXY THEATRE, 7TH AVE. & 50TH
Twentieth-Century Fox adaptation of the best-selling love story by George Agnew Chamberlaine, starring June Haver with Lon McCallister, Walter Brennan, Anne Revere, Natalie Wood. Producer: Walter Morosco. Director: F. Hugh Herbert. Settings: Thomas Little and Stanley Detlie. Costumes: Bonnie Cashin. Publicity: Jeannette Sawyer, CO. 5-3320.